



COMMONWEALTH of VIRGINIA

Department of Alcoholic Beverage Control

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February 13, 2006

TO: BEER AND WINE WHOLESALE LICENSEES

RE: FOAM BOARD ADVERTISING APPROVAL

Regarding administrative Regulation 3 VAC 5-20-20, B (1), which describes non-permanent advertising material as including, but not limited to, non-mechanical advertising material consisting of printed matter appearing on paper, cardboard, canvas, or plastic stock; however, canvas advertising materials shall be restricted to fabric banners containing only two-dimensional display surfaces and plastic advertising materials shall be restricted to (i) thin sheets or strips containing only two-dimensional display surfaces or (ii) any inflatable plastic items not in excess of \$10.00 in wholesale value.

As of **February 1, 2006**, the ABC Board has approved the use of **foam board** as a non-mechanical advertising material for printed matter consistent with the above regulation.

This letter will serve as written authorization for the use of foam board advertising material until such time as the administrative Regulations can be amended to reflect this decision.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Joseph L. Cannon".

Joseph L. Cannon
Special Agent in Charge
Compliance, Education and Training